



KNXV

## ORDER

Print Date 08/30/12 Page 1 of 4

Flight Dates 09/04/12-09/10/12

Contract / Revision 309737 / **Carmona for Arizona**

Order Sep 00:20:00

Original Date / Revision 08/30/12 08/30/12 Agency Com 15%

Estimate # 1709

Billing Contact

Alt Order #

Advertiser **Carmona / Democrat / US Se**

Billing Type Cash

**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Order Type GENERAL

Agency **GMMB Inc**

Billing Cycle EOM/EOC

Buying Contact

Billing Calendar BROADCAST

**1010 Wisconsin Avenue - Suite #80**  
**Washington, DC 20007**

Demographic A25-54

Sales Office EWSDC

Rev Codes POL POL CAND

Sales Region NAT

Product Codes PL

Agency Ref 2

Priority P-3Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
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Dave Lombardo 100%

Tanya Winscott %

Order Share %	Market Value
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Competing Station	% of Order	Amount
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CABLE %

KASW %

KDRX %

KPHO %

KPNX %

KPPX %

KSAZ %

KTVK %

KTVW %

KUSK %

KUTP %

UNKWN 100%

**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	72	\$35,232.50	\$41,450.00	0.00	08/27/12	09/10/12	72	\$35,232.50	\$41,450.00
Totals	72	\$35,232.50	\$41,450.00	0.00					

**Order Totals**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Avg. Spots	Total Spots	Avg. Spots	Total Amount
N 1	KNXV	09/04/12	09/10/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWTF--	:30	4	\$100.00	P-3	0.00	NM	4	4	\$400.00		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		4				\$100.00		0.00						

N 2	KNXV	09/04/12	09/10/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWTF--	:30	4	\$225.00	P-3	0.00	NM	4	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		4				\$225.00		0.00				

N 3	KNXV	09/04/12	09/10/12		CM	7am-9am	MTWTF--	:30	5	\$225.00	P-3	0.00	NM	5	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		4				\$225.00		0.00				



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Contract / Revision **309737** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12 / 08/30/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1709**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 7-9am												
				M-F 7-9am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$225.00			0.00						
N 4	KNXV	09/08/12	09/08/12	Sa 6-7am GMA	CM	6am-7am										
				Sa 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	-----S-		1	\$150.00			0.00						
N 5	KNXV	09/09/12	09/09/12	Su 6-7am GMA	CM	6am-7am										
				Su 6-7am Good Morning ,												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	-----S		1	\$150.00			0.00						
N 6	KNXV	09/04/12	09/10/12	M-F 9am-10am	CM	9am-10am										
				Sonoran Living												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$100.00			0.00						
N 7	KNXV	09/04/12	09/10/12	M-F 10am-11am	CM	10am-11am										
				The View												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$450.00			0.00						
N 8	KNXV	09/04/12	09/10/12	M-F 11am-12pm	CM	11am-12pm										
				ABC15 News at 11AM												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$150.00			0.00						
N 9	KNXV	09/04/12	09/10/12	M-F 2pm-3pm	CM	2pm-3pm										
				General Hospital												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		3	\$200.00			0.00						
N 10	KNXV	09/04/12	09/10/12	M-F 3pm-4pm	CM	3pm-4pm										
				(3:00 PM-3:30 PM)												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		4	\$250.00			0.00						
N 11	KNXV	09/04/12	09/10/12	M-F 430pm-5pm	CM	430pm-5pm										
				M-F 430pm-5pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$450.00			0.00						
N 12	KNXV	09/04/12	09/10/12	M-F 4pm-430pm	CM	4pm-430pm										
				4PM News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$350.00			0.00						
N 13	KNXV	09/04/12	09/10/12	M-F 5pm-530pm	CM	5pm-530pm										
				M-F 5pm-530pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$450.00			0.00						
N 14	KNXV	09/04/12	09/10/12	M-F 6pm-630pm	CM	6pm-630pm										
				M-F 6pm-630pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		5	\$450.00			0.00						
N 15	KNXV	09/09/12	09/09/12	Su 5pm News	CM	5pm-530pm										
				SU 5pm-530pm News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/04/12	09/10/12	MTWTF--		1	\$250.00			0.00						



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## Hiatus Dates

Advertiser: Carmona / Democrat / U.S. Product Carmona for Arizona

Order Sep 00:20:00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
															Amount
N 15	KNXV	09/09/12	09/09/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S		1	\$250.00		0.00						
N 16	KNXV	09/04/12	09/10/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	5	\$750.00	P-3	0.00	NM	5	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		5	\$750.00		0.00						
N 17	KNXV	09/10/12	09/10/12	Monday Prime C Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$2,000.00	P-6	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	M-----		1	\$2,000.00		0.00						
N 18	KNXV	09/04/12	09/04/12	Tuesday Prime C Tuesday Prime C	CM	9pm-10pm	-T-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-T-----		1	\$3,000.00		0.00						
N 19	KNXV	09/05/12	09/05/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	--W----		1	\$3,500.00		0.00						
N 20	KNXV	09/06/12	09/06/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	---T---		1	\$3,500.00		0.00						
N 21	KNXV	09/09/12	09/09/12	Sunday Prime 8-10pm Sunday Prime 8-10pm	CM	8-10pm	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S		1	\$3,000.00		0.00						
N 22	KNXV	09/04/12	09/10/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		4	\$850.00		0.00						
N 23	KNXV	09/04/12	09/10/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	MTWTF--	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		2	\$350.00		0.00						
N 24	KNXV	09/08/12	09/08/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S-		1	\$450.00		0.00						
N 25	KNXV	09/09/12	09/09/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-----S		1	\$850.00		0.00						
N 26	KNXV	09/04/12	09/10/12	M-F 1236am-110am M-F 1236am-110am	CM	1236am-110am	MTWTF--	:30	1	\$125.00	P-3	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	MTWTF--		1	\$125.00		0.00						
N 27	KNXV	09/04/12	09/06/12	2012 National Convention 2012 National Convention	CM	7p-8p	-TWT---	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 09/04/12	09/10/12	-TWT---		1	\$2,000.00		0.00						



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
N27	KNXV	09/04/12	09/06/12	2012 National Convention	M	7p-8p	- TWT - - -	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00	
2012 National Convention																
Start Date	End Date	Weekdays		Spots/Week		Rate	Rating									
Week: 09/04/12	09/10/12	- TWT - - -		1	\$2,000.00	0.00										

\*Tax 1 Note: Tax 0.5%.

Totals 72 \$41,450.00